



212-YEAR-OLD HERITAGE BRAND ATKINSONS FROM LONDON DEBUTS AT THE FULLERTON HOTEL SINGAPORE WITH THE AMBER EMPIRE COLLECTION



SINGAPORE, 6 AUGUST 2018 – On 19 August 2018, Atkinsons’ legendary collection of toiletries - Amber Empire - will make its debut in Singapore at The Fullerton Hotel Singapore. Guests staying in all guestrooms (except the suites and club rooms) can look forward to experiencing a luxurious bath ritual with the Atkinsons’ legendary collection range: Amber Empire which includes shower gel, shampoo, conditioner, body lotion and perfumed soap bar.

With over 200 years of heritage, Atkinsons was established in London in 1799 and appointed the official perfumer to the Royal Court of England. Founder James Atkinsons’ clientele included important figures such as Napoleon, Admiral Nelson, Queen Victoria and aristocrats from all over the world. In the present day, Atkinsons continues to serve the most exclusive clientele worldwide with retail stockists spanning Europe, Asia, Oceania, Americas and Middle East. It would not be an exaggeration for one to immerse in a royal bath while soaking in the luxuries of vanilla, myrrh, sandalwood and white musk contained in an Atkinsons Amber Empire product.

“Atkinsons draws on a long history of English eccentricity and style which makes it fitting for The Fullerton Hotel, a Singapore National Monument that is steeped in heritage and history to be the first in Singapore to introduce the luxurious range of products to our discerning guests. We hope the oriental fragrance will transport our guests on a voyage into the



enigmatic reaches of the Far East,” said Cavaliere Giovanni Viterale, General Manager of The Fullerton Heritage.

While the Atkinsons brand has existed for over 200 years, the Amber Empire was one of the first Oriental fragrances introduced to the Western world in 1927, about the same time when the Fullerton Building was officially unveiled in 1928. Distributed by Vanity Group, a global cosmetics market leader, the signature fragrance was transformed into a new toiletry line a few months ago. The fragrance was inspired by a Chinese snuffbox, an exquisite Asian Art Deco objet d’art that fired up Atkinsons’ imagination. Amber Empire is a nouveau Oriental pairing of two characterful accords made up of the old-world amberiness of vanilla, myrrh, sandalwood and ambroxide paired with an accord of oolong tea and white musk. The oolong tea, prized in Chinese tea rituals, possesses a peculiar, mild floral and green earthiness. Together with a pure concentration of white musk (70%), it draws the ambery notes out into a fascinatingly floral and utterly vaporous aura. This peculiar construction endows Amber Empire with an ambivalent sensuality, as rich as amber and as light as steam rising from tea.

Each Atkinsons Amber Empire product is also concocted using environmental and skin friendly ingredients (no petrolatum, mineral oil, animal ingredients, animal testing, parabens), ensuring a perfect body indulgence in the bathroom. Furthermore, the amenity bottle contains EcoPure, an organic additive that causes plastic to biodegrade through a series of chemical and biological processes when disposed in a microbe-rich environment such as a landfill, hence reducing the negative impact to the environment. All this contributes to The Fullerton Hotel Singapore’s overall aim to integrate sustainable practices into the organisation’s operations which includes the reduction of plastic straws at all the restaurant and bars and the replacement of plastic bottled water with refillable water pitchers at conferences, banquets and meeting rooms.

For reservations and enquiries of room packages at The Fullerton Hotel Singapore, please contact (65) 6533 8388 or email ffs.reservations@fullertonhotels.com.

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About The Fullerton Hotel Singapore

2018 marks the 90th anniversary of the Fullerton Building, home to The Fullerton Hotel Singapore. Gazetted as Singapore's 71st National Monument, the hotel once housed the General Post Office, The Singapore Club and the Chamber of Commerce. It is a luxury hotel with 400 rooms and suites carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort in which to retreat and rejuvenate. Dynamically located in the heart of the financial and arts districts, the hotel successfully blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience. Epicureans can enjoy a delectable array of dining selections. There are a total of 5 restaurants and bar in the hotel, namely Town Restaurant which presents international buffets and an a la carte menu, Jade features Cantonese cuisine, The Courtyard offers an Indian buffet, Japanese buffet and Afternoon Tea, and The Lighthouse Restaurant & Rooftop Bar with breathtaking views of Marina Bay serves authentic Italian cuisine. Post Bar, which features the original ceiling and pillars of the General Post Office, is the popular choice amongst the trendy elite. www.fullertonhotels.com/the-fullerton-hotel

About Vanity Group

Vanity Group is a global cosmetics market leader, established in 2011 with an Australian entrepreneurial spirit. Vanity Group provides an ensemble of luxury proprietary and licensing cosmetic brands whilst focusing on the design, development, manufacture and marketing of premium skincare and haircare hotel amenity products.

Headquarters based in Sydney, Australia and with a regional office in Shanghai, China, Vanity Group comprises of advanced research and creative laboratories, ultra-modern manufacturing facilities, an in-house master design studio and an extensive warehousing and distribution network in over 55 countries. We are creators of everything beautiful and masters of storytelling through visual design, fragrances and scents that create emotional connections to products we deliver around the world. A company of choice to hotel groups around the globe.

<https://vanitygroup.com>



THE FULLERTON HOTEL
SINGAPORE